

# bike 2023

Target group: mountain, bike and active holiday makers

IGL

## FACTS

- 43.896 sold copies
- 320.000 readers
- Distribution: German speaking countries
- 12x per year
- Health-conscious opinion leaders with high income, love to travel

## GOOD REASONS

- Europe's largest mountainbike magazine



**bike** is Europe's largest magazine for mountain bikers. It reports monthly on innovations in the industry, extensively tests of the most important products, introduces stars and presents the sport in its full range - including adventure reports, travel stories and tips for tours.

The magazine is published 12x per year with a circulation of 43.896 copies, which are offered in grosso. Especially destinations that offer perfect conditions for mountain bikers can attract German cyclers to their region.

Format	€-rate 4c	B	H
1/1 page*	11.950,-	210 mm	280 mm
1/2 page*	6.357,-	210 mm	136 mm
1/3 page*	5.028,-	210 mm	95 mm
1/4 page	3.680,-	90 mm	124 mm

\* +3 mm bleed each side

Edition	Date of publication	Order deadline	Edition	Date of publication	Order deadline
02/2023	03.01.2023	18.11.2023	08/2023	04.07.2023	18.05.2023
03/2023	07.02.2023	22.12.2022	09/2023	01.08.2023	20.06.2023
04/2023	07.03.2023	24.01.2023	10/2023	05.09.2023	24.07.2023
05/2023	04.04.2023	21.02.2023	11/2023	04.10.2023	22.08.2023
06/2023	02.05.2023	17.03.2023	12/2023	07.11.2023	26.09.2023
07/2023	06.06.2023	20.04.2023	01/2024	06.12.2023	20.10.2023

[www.IGL.at](http://www.IGL.at)

Unser Herz schlägt für den Tourismus.

IGL-Werbedienst Ges.m.b.H., 5021 Salzburg, Österreich, Nußdorferstraße 5a - Telefon +43/662 45 36 15-0, Fax +43/662 45 20 38, office@igl.at  
Änderungen und Irrtümer vorbehalten. Gültig ab September 2022 - somit verlieren alle bisherigen Preislisten ihre Gültigkeit. Alle Preise verstehen sich exkl. Produktionskosten, zuzüglich der gesetzlich anfallenden Mehrwertsteuer. Platzierungszuschlag: 15% auf Umschlagseiten. ET = Erscheinungstermin, AS = Anzeigenschluss